



Glasshouse Partnership Prospectus



GLASSHOUSE PORT MACQUARIE

Cnr Clarence & Hay Streets, Port Macquarie NSW 2444

02 6581 8888 | glasshouse.org.au

Welcome to the Glasshouse

The Glasshouse is an iconic destination, for both locals and visitors alike - a place to be inspired, moved and entertained.

At the heart of Port Macquarie Hastings cultural life, we are the region's premier arts complex, showcasing the very best in exhibitions, live performance, community engagement, hireable business spaces, heritage and archaeology, and Visitor Information Services.

ANNUAL STATISTICS



266,766

visitors

to the venue



498

events

at the venue



78,947

tickets sold



1,300

memberships



6,352

students

attended an
Education Program



78

events

delivered by Glasshouse
Regional Gallery



62

events

delivered by Glasshouse
Select Theatre Program



58

**community
events**

held at the venue



40%

**patrons visit a
local venue**

for a drink before or
after a show



49%

**patrons eat out
in a restaurant**

before or after a show



20%

**patrons
go shopping**

before or after
a show



80%+

ticket buyers

live in the LGA

Why Partner with the Glasshouse?

With 500 events and 265,000+ visitors each year, your partnership with the Glasshouse will be on show. You will have access to our loyal, engaged, and educated audience through a variety of marketing collateral and social media channels. Whether it's partnering on a single event, or an entire program, it's up to you! We offer tailor-made Corporate Partnerships to suit your specific marketing, entertaining, and corporate relationship requirements.

While a partnership with the Glasshouse increases brand recognition in the marketplace, it also opens up exclusive opportunities for you and your clients with access to venue hire, tickets to Select Theatre Program and Gallery Events, corporate catering packages, and staff incentive options.

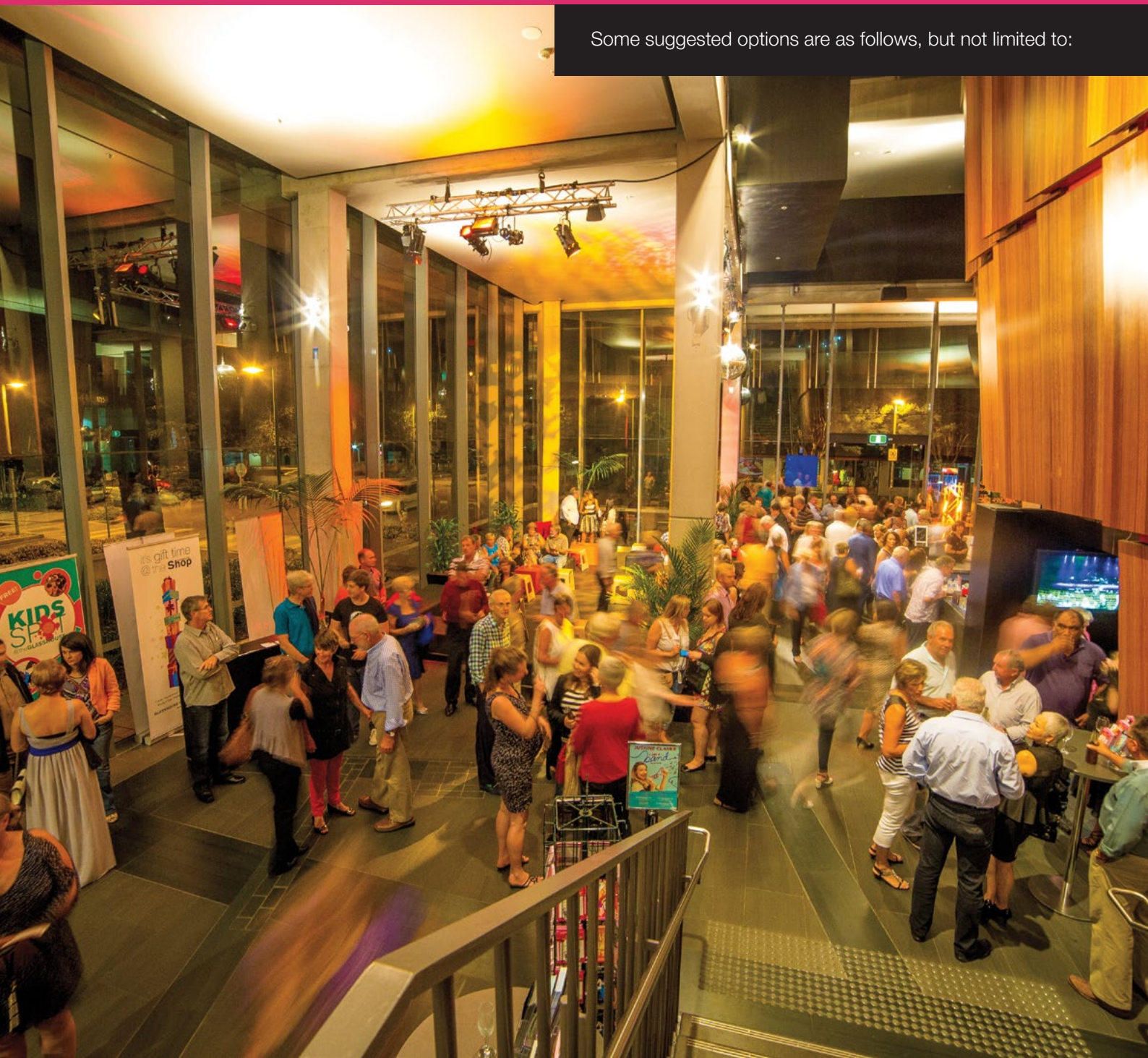


Partnership Opportunities

We invite you to consider financial and/or in-kind support, and will work with you to build a bespoke and mutually beneficial partnership. In seeking partnership arrangements for financial and/or in-kind support, Glasshouse Port Macquarie's aim is to enhance the financial sustainability and delivery of its programs, events and services to the community. In turn we will work with your business to help you achieve your goals through a mutually beneficial partnership.

We are looking for partners who support agile innovation, that align with our venue's brand values and that will help facilitate social inclusion for our community.

Some suggested options are as follows, but not limited to:



A group of dancers in blue jeans and dark tops are performing a high kick on a stage. One dancer is in the air, with his arms raised, while others are in various dynamic poses around him. The background is dark, and the lighting is focused on the performers.

Annual Glasshouse
SELECT Theatre
Program Partner

Have your name up in lights all year as a Glasshouse Select Theatre Program Partner. A fully curated, high quality program of shows, talks, festivals, and workshops, our Performing Arts Program has cultivated a loyal following in our community and beyond.

Please note this opportunity closes on Friday 2 December 2022

Benefits include:

- Perfectly position your business brand as a direct influence on our region's enhanced cultural reputation and liveability
- Recognition at the Annual Theatre Program Launch event attended by 600 Glasshouse Members and guests. You will have the opportunity to publicly present to all attendees and access complimentary seats for your staff
- Access to an extensive range of marketing materials as well as social media, TV, radio, and press
- Access to exclusive, highly customised cross business promotional campaigns
- Brand representation and company profiling in Select Theatre Program booklet, exterior venue signage, EDM's to our database of over 10,000 subscribers and on our website which has over 15,000 unique visitors per month
- Opportunities to utilise the venue for corporate networking or entertaining events, staff training or meetings
- Exclusive access to host pre or post show VIP functions for your most important stakeholders
- Allocation of complimentary tickets to all performances in the Annual Select Theatre Program



Individual Show,
or Exhibition or
Program Partner

Elevate and align your business brand by sponsoring a Gallery event or exhibition, or a Performing Arts event by prominent Producers and major Arts Companies such as: *Bell Shakespeare Company, Opera Australia, Shake N Stir Theatre Company, Sydney Dance Company, Sydney Symphony Orchestra, Bangarra Dance Company, Australian Chamber Orchestra, Sydney Theatre Company, Sydney Writers' Festival*, and many more.

Gallery events may include: *Exhibition openings, Sprouts kids workshop program, Masterclasses* led by invited and exhibiting leading artists, *artists talks* through our *Conversation Space* program, and *Craft & Cocktails* facilitated by local artisans. Our state of the art Gallery houses a large variety of exhibitions by leading institutions such as the *Art Gallery of NSW, Museum of Contemporary Art, Australian War Memorial, Artspace, Museums and Galleries NSW, National Portrait Gallery*, and *Australian Design Centre*. Not to mention our local artist exhibitions and our well known Biennial Mid North Coast showcase - *Northern Exposure*.

Benefits include:

- Gain brand exposure on all marketing initiatives produced for your nominated show or exhibition. Including, but not limited to; EDM's, social media campaigns, posters, exterior venue signage, website, print collateral, and media campaigns on Radio, TV and Press
 - Allocation of complimentary tickets to your nominated event
 - Allocation of complimentary places at any satellite events attached to your nominated show - e.g. Workshops, Sneak Peeks, Guided Tours etc
 - Opportunities for Corporate or VIP function pre or post show
 - Opportunities for product showcase displays at your nominated event
 - Opportunities for exclusive cast meet and greets and backstage access*
 - Opportunities for VIP access to exhibitions
 - Opportunities to host corporate VIP events nestled within the Gallery exhibition space, which could include a tour and/or an artist meet and greet

*Subject to approval by Company



Education @
Glasshouse
Program Partner

Imagine reaching 7,000 students, their parents, and teachers, not to mention the school communities themselves.

This is a great opportunity to support your local community and communicate that your brand is invested in the future and well-being of our young people.

By partnering on our Education @ Glasshouse Program, you are investing into the lives of young people, providing access to a diverse, quality arts program that many would not experience otherwise.

The Education @ Glasshouse Program consists of a quality line up of shows, exhibitions and activities developed by the best producers and arts practitioners in Australia - all aligned with the NSW Curriculum to ensure they complement the learning done in classrooms. These creative experiences will inspire the development of creative adaptable minds - minds that will find solutions to the complex problems that we face, both now and into the future.

In addition to this, the program features in a stunning glossy booklet annually, which is delivered to over 500 teachers across the Hastings, Macleay and Manning regions.

Partnering on the Education @ Glasshouse Program, also provides access to a range of promotional and marketing initiatives including recognition on the website, social media, and press campaigns.

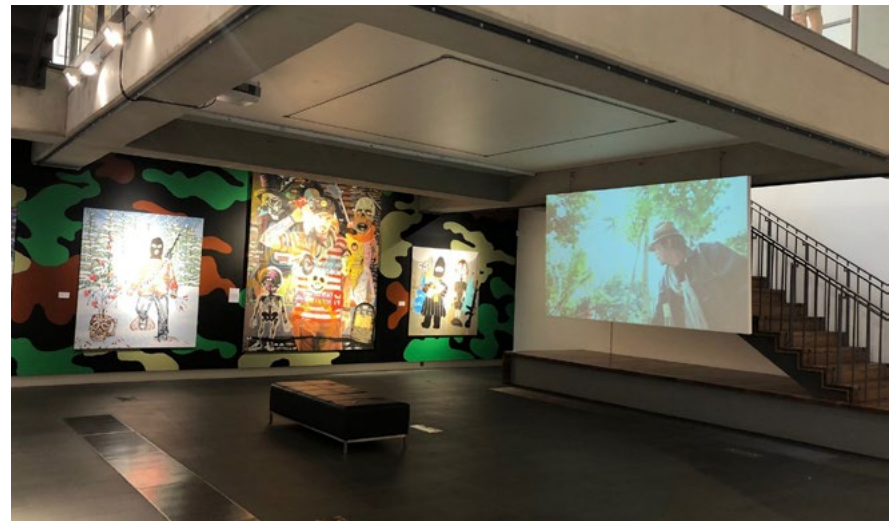




Bespoke and Self Designed Partnerships

Does your business have a product, offering or service that would bring benefit in helping the Glasshouse deliver and facilitate its programs, events and services to the community? We are open to a conversation on building a bespoke partnership with you, and invite you to share your ideas.

Some ideas may be: supplying arts supplies for our Sprouts program, offering discounted or in-kind food and/or beverage for Theatre Program launches and Gallery openings, sponsoring a junior art prize competition, sponsoring a traineeship for a young person, the ideas are endless...



Thank you to our current loyal and valued partners

Principal Partner of the
Glasshouse SELECT 2022 Theatre Program



Principal Partner of the
Education @ Glasshouse Program



Co-Presenting Partner



Encore Partner



Government Sponsors



A facility of
Port Macquarie-Hastings
Council



The Glasshouse is supported by
the NSW Government through
Create NSW

Founding Sponsors



RSVP

Don't miss out on this important opportunity to create a meaningful partnership that not only boosts your brand, but provides much-needed support for the arts and culture on the Mid North Coast.

Disclaimer: to be considered for a partnership, the applicant must meet the following requirements:

Adhere to guidelines as outlined in Council's Sponsorship Policy.

Be consistent with Council's values of social justice principles of equity, access, participation, rights and accessibility for all groups in the community.

Be willing to enter into and sign Council's Sponsorship Policy - Agreement.

Application is fast and simple:

1. Click on the link:
www.eprocure.com.au/pmhc
2. Register your business details (ABN required)
3. Choose the Glasshouse Partnership category
4. Send us a message and the Glasshouse will contact you to chat about opportunities



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